

NEW JERSEY'S

*Trend

1957

FEBRUARY

28th

15c



On
AITH

IRVINE TURNER'S
\$15,000,000
BACKERS

Freedom,
Human Values, and Survival

THE
NEW
POCKET SIZE
Magazine



Student of Charlotte Owens Dance Studio
Avon Avenue, Newark, New Jersey

NEW JERSEY
TREND

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Published weekly , Newark, N. J.
by TREND Magazine Company, Incorporated.

Managing Editor-James M. Smith

Staff -----Photographer- Orange--Irving Overby
John Webb

Advertising

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EDITORIAL

To the readers of TREND MAGAZINE the editor must speak frankly of the aims and objectives as it becomes a part of you NOW and days to come.

In this age of complexity it becomes surely to recognize the need and story of the era. Swift-moving society, deep in the atomic age, and forging ahead into the celestials, must be alarmed to the news showrooms of today.

It becomes evident for TREND to utilize every ounce of strength and present with clarity, news at its best-News with cleanliness, thought, expressions which embed the conscience of various fields such as nocturnal life, society, photography, religion, fashions; drama, foods, TV, teenage life, historical surveys, aviation, foods, decoration, education, politics, charm, metaphysics, accounting, travel, humoresque, and job opportunities.

TURNER'S FIFTEEN MILLION DOLLAR BACKERS!!!

BY EDDY GUILBERT

When, Newark's dynamic fighting, crusading Irvin "Ike" Turner was swept into office last June 15, countless reasons for his election were circulated throughout the city, county, state, and USA. These reasons ran the gauntlet from "time for a Change," "Negro unity," "the newly adopted form of government" to "the Lord had his arm around Turner." All of these reasons make good speculation but they don't measure up to the fact that the major factor operating in Turner's behalf was your fifteen million bucks!!! Irvin Turner, up from the streets of the old third ward where the strong survived and the weak were crushed, did not have a dime of his own when he decided to wage one more fight to become a city father. Having fought a losing battle in two city commission elections, Turner cast his lot with the people and pitched into the fight for a new charter and new city form of government. He ran from one end of town to the other making speeches around the clock against the old city commission form of government that had "failed to recognize the plight of my people." Turner keenly sensed the opportunity of getting elected and thereby re-presenting "my people."

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## ON THE COVER

Goo Goo, Genieve Turman, 19 year old pulchritude of North Newark, likes mambo, swimming, tennis. Ambition? A model. Studies under the tutelage of TREND'S unprofessional model groups



He gathered around him members of the community who could spear-head his drive for relentless victory. Together with a top statistician, Turner revealed to a shocked city that the ward alignment by city officials would make it numerically impossible for the Negro citizenry to elect one of its members to the new coming government which professed that councilmen would each be elected from a special drawn councilmanic ward formed of compact and contiguous territory and differing not more than ten per cent in population from the least populous ward. Turner knew that it wasn't like that and that the citizens of Newark's teeming Central Ward were on the road of the old city commission shuffle. A quick meeting with his staff voted to take the matter to court. Amidst

cries from doubting Toms that "you can't sue the city," the fighting leader mortgaged his home, ... hired an attorney and went hunting for justice. The charter commissioners saw their "mistake" and did an about face, made a corrective alignment and Turner had won another fight. It was now possible for the charter movement to become a moving tool of democracy because the principle representative government affording each important area and segment of our population a spokesman on the legislative body was possible because of a young alert leader who dared stand up and be counted. While Turner was fighting in court for an opportunity to be elected, secret meetings were being held in some third ward circles to pick a "qualified" can-

Irvin I. Turner!

didate to represent us. Ironic, that the very champion of our cause was to be denied the right and privilege of being the first candidate for election to the city council but some selected leaders who selected themselves decided that "Turner" could "hoop and holla" but he wasn't "qualified" to serve downtown with "Mr. Charley." "The Voters Independent Council" was formed in the meantime. A stormy meeting was held one Saturday during which every charge... "stooge," "red," "black," "faker" and the forever present "unqualified" popped up along with a mild case of fisticuffs. Chairmen and committees were resigning right and left and when the shouting and tumult died there remained only the faithful-the good old solid citizen named Joe Doakes like you. You the average guy an gal

with a job and the average income of \$2500.00 YOU were there! YOU stood shoulder to shoulder with Turner. You were multiplied 6,000 times! YOU with your vote and your \$2500.00 equal \$15,000,000, yes fifteen million dollars backing Newark's only politician who knew how to fight. A man who has made 'em all stand up and take notice. YOU with your 15 million put Newark on the map of democracy so that all the world may see what we can accomplish. You and your millions proved that sometimes "qualified" ain't "qualified!" YOU really did a job. YOU are Newark personified! YOU are Irvin I. Turner! YOU made it possible, YOU and your 15 MILLION.

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\* PEOPLE ARE  
TALKING ABOUT  
**Trend**





## CHARM arama - COMPLEXION BEAUTY

By Dorothy Skinner Ward



There is a growing desire among women everywhere to increase their beauty, charm, and loveliness. I have accepted with pleasure the opportunity to impart with you my personal information of the little things which tend to make you conscious of what "My Lady Fair Should Be." There are many little Charm hints which if put into practice will help to develop the New-- the COLORFUL --the CHARMING and INTERESTING you. This will help you safely hold your place among other members of the fair--sex. ....

The skin must be kept free of blackheads, whiteheads, blemishes, oiliness, dryness, pimples, and sallow color--tones. Many women have the idea, soap and water does everything, and as long as they use soap and water they are alright. Do you realize, the major portion of the body covering, which is the skin, is also kept additionally covered with clothing most of the time! and the balance however, which is the (facial area) is constantly exposed to all types of weather conditions. Modern science has taught us in many ways the difference in skin texture which is kept covered by clothing, and that which is daily exposed, to the great out-of-doors.

The facial area is what we are basically concerned with helping you to improve. For guided steps to a more beautiful you, follow your Charm 'arama' --Complexion Beauty Columnist each week.





## THE JOHN PERRIN LODGE



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The Lt. John Perrin Lodge, founded in 1954, by fellow officers, members of the National Guard, and friends of the late John Perrin, who was killed during maneuvers with the National Guard.

Perrin's name was symbolic of manliness and courage, ... for this reason the thought of Elldom was aroused. Under the astute guidance of Bro. Charles Smallwood, The District Deputy of North Jersey, the Lt. John Perrin Lodge # 1425 of East Orange, New Jersey was organized as a unit in Elldom, May 1, 1955, with their-temporary home at 47 Maine Street, East Orange, New Jersey.

Officers of Lt. John Perrin's Lodge are as----- follows:

Exalted Ruler, Harry Smith; Esteem l e a d i n g Knight, William Burrell, III; Esteem Loyal Knight, William "Bill" Stubbs; Esteem Lecturing Knight, Oscar Statford; Financial Secretary, Daniel B. Ruff; Treasurer, Albert M. Simmons; Esquire, Walter Koontz, Tyler, James Watson; Inner Guard, Leonard Johnson; Three Year Trustee, James Adams; Two Year Trustee, Robert Scott; One Year Trustees, Henry Harris, Robert Powell, Harry Banks, Chaplain, John Coxson; Recording Secretary, Eduardo Gilbert.



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Folks! in the fashion field people are talking about the "Shocking Rebecca Newby" who was the ow! and ah! girl in every show. . . She has quit, retired, quietly running her own little Cookie Shoppe with hundreds of new found friends. Her name has been a household word when you mention models in the fashion world, although her life ambition as a young child was to be a singer. She was born and raised in Newark, went to Robert Treat School. . and later graduated from West Side High School. In high school she was a member of the Glee Club and was voted most likely to succeed in the vocal field. Miss Newby's inspiration to design and model dresses stemmed from a basic dissatisfaction in dress selections she tried to buy in the local stores. She was very hard to please and she decided to try making dresses herself using her own skill. Later she studied in New York Manhattan Trade School, and two years at Pratt Institute. As a sideline she studied modelling during her slow seasons and attended the Branford Modelling School in New York. Rebecca's flare for wearing clothes soon caught the eyes of people like Sara Lou Harris, Edna Mae Robinson; Ann Prince and Silvera Stinch Jones who she has modelled with many years. Asked her about the most impressive shows she has ever entered she recalled Evelyn Robinson's Parisian Styles at Capitol Hotel and Janet Beadle's first show "along Fifth Avenue."

Rebecca's Cookie Shoppe is located at 115 Wickliff Street, is now a after hour snack spot, Friday and Saturday



REBECCA'S  
NIECE



GUEST  
AT  
COOKIE  
SHOP



The Davis Sister

## STAFF

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 Teen-Age-Hilda Mendez  
 Aviation -Jo Walton  
 Club Whirl- Sue Grant  
                   Mary Evans  
 Fashions-Jinx Westbrook  
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## JOE SORIANO

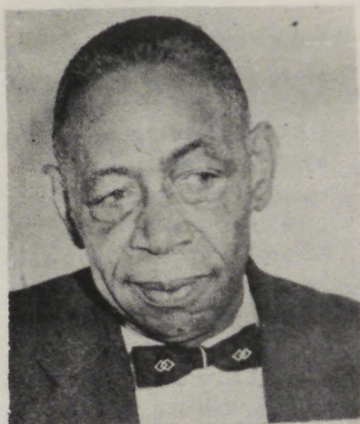


Since becoming a 'spiritual disc-jockey' Many people have asked me whether I really enjoy spirituals or do I just play them because it's good business to do so My answer to both questions is very definitely in the affirmative. I must confess, however, that I didn't always like spirituals. Some years ago a man by the name of Jimmy Scherer gave me a job in his radio station which was then beginning to cater to church groups and spiritual quartettes. I used to work for as many as eight to sixteen

hours each Sunday as an announcer and was exposed to all kinds of performances both good and bad. Most of them were real bad too. My idea of a balanced program is one where you use a fine male voice, a full choir, a good female voice and an outstanding quartet. My idea of a balanced program would include a number by each of the following groups. Robert Anderson, St. Paul's Baptist Church Choir of Los Angeles, Roberta Martin, Dixie---Aires, Davis Sisters and Ward Singers. I'll be seeing you.

# YOUR PROBLEMS AND YOU

By Dr. Morris M. Ward



These are days when many people are living as they were "nine-tenths under water" because of the crushing weight of many problems of which they have not found the answers. These so-called problems are the caused frustration, sickness, poverty, fear, misunderstandings, broken-homes, all of which makes a most miserable life. Under the stress and anxiety many people often wonder to themselves "When will these conditions change, and why can't I get a break sometime?"

If you happen to be living such a life, the answer to all of these queries is: It is all up to you. That of course raises another question. "Where can I find the help that I must have to bring about the turning point in my life for the better?" Again the answer is: "It is all up to you." Every situation in your life that is now causing disharmony, confusion or loneliness can be mastered with amazing results no matter how doubtful or discouraged you may be. The selection of the right type of friendship, position and how to plan one's life is important decision that must be made. Answers to personal problems will be given by request. Write in care of TREND MAGAZINE.





The Youth Fraternity, a teenage set of seventeen members, was organized last winter. The president is Barbara Ann Thompson of East Orange, N. J. Mrs. Thompson, a hair stylist at Singletary's Beauty Salon, East Orange, N. J. is directress of the club.

The club had two successful affairs. Proceeds from their affairs are given to a worthy cause. If at anytime any of my readers wish to use these young teens in a social or assist in a hospital or some sort, please contact Mrs. B. Thompson, 51 Main St. East Orange, N. J.

\*\*\*\*\*

Have you heard about the up-and-coming METROPOLITAN FASHION

MODELS? This club is recognized as the youngest group of models in the state.....

Officers of the club are the following:  
Mrs. Kai Thompson, Director, of Elizabeth, N. J., Miss. Ethel Bartlett, East Orange, N.J. Treasurer, Miss Betty Curvin, Newark, N. J. Secretary, Hilda Mendez, East Orange, N.J.

The "Metros" Meet at the popular High St. Community Center, 652 High St., Newark, N.J. Girls if you wish to join the group contact Miss Kai Thompson, 1075 Bond St., Elizabeth, N.J.

\*\*\*\*\*

"Til the next issue of Trend, friends, keep your chin up to the best news from Club Whirl.

.....Truly Yours,  
HILDA MENDEZ



PLAYFUL\* BEAUTEOUS\* GLAMOROUS\* ALLURING\*





Johnny Lige


Dedicated to our Latin-American friends and Americans who yearn Spanish culture and folklore.

We who live in the New World are becoming more and more conscious of our neighbors in the Western Hemisphere. Year after year many of our Spanish friends are migrating to our cities and towns. It is fitting for us to understand our neighbors as they strive to understand our language and mores.

Teenagers throughout the land regard Spanish as the leading romance language. A Spanish proverb says that "He who would understand his neighbor must put the head into his house." In the column you will do just that. El Mundo Hispano is open before you! Pleasant journey!

|                             |                             |
|-----------------------------|-----------------------------|
| Empiece usted a leer-----   | Begin to read               |
| Saludos y despedidas-----   | Greetings and Farewell      |
| Buenos dias, Senor-----     | Good morning, Sir           |
| Buenos noches, Senora-----  | Good night, Mrs             |
| Buenos noches, Senorita---- | Good afternoon, Miss        |
| Hola, Pablo!-----           | Hello, Paul                 |
| Como esta usted?-----       | How are you?                |
| Muy bien gracias-----       | Thank you                   |
| Y usted?-----               | and you                     |
| No muy bien-----            | Not very well               |
| Lo siento mucho-----        | I am very sorry             |
| Que tal-----                | How is everything?          |
| Sin novedad-----            | Same as always              |
| Adios-----                  | Goodby                      |
| Con mucho gusto-----        | Gladly, with great pleasure |
| Hasta manana-----           | See you tomorrow            |
| Hasta la vista-----         | See you later               |





Four times a year you should take stock of your wardrobe; go over clothes you are currently wearing and those you have put away from last year and decide which items still can be worn. Of these can be used just as they are with perhaps a little cleaning, polishing, and this should be done first. Then, of this group of usable, particularly dresses, suits, blouses, or jackets, most of them are "all right" but they can be made more excitingly new in the eyes of others, by subtle change that is so simple. Perhaps you can change the buttons on one dress, add a new belt to another, treat yourself to a new collar which is very popular this season for that favorite blue dress that has already seen two seasons and still a honey.

"WHAT SHALL I WEAR"

By Jinx Westbrook

With your new understanding of basic color and contrast, you can tie the loose ends of a haphazard wardrobe into a smart, workable usable one. With a good start of the season, now go through what you have and decide what supplementary shopping you have to do. If your wardrobe needs a gray dress in it, settle for anything else. It will take time to shop this way but you will get so much more wear and satisfaction out of what you buy. Change your mind now and then, of course, but not without good reasoning behind it and a cool pro---- and con consideration of your wardrobe. In today's world charm and personality, and "WHAT SHALL I WEAR" are essential to all women, whether one be a housewife or career woman in fact every woman should want to improve herself.



## CONFIDENTIALLY YOURS

Now! Teddy Powell has done it again, oh yeah! He has secured Wideway Ballroom bar, and the entire building will be the home of the T. P. Enterprises, opening date since Nov. 14th ...

\*\*\*\*\*

Turkey dinners were gobbled up most much last week-end when Eleanor Turner and young Wm. L. Wilson tied the knot over on Chadwick Avenue.....

\*\*\*\*\*

Everybody in town is trying to catch on the Fulty Model School technique, which they think is a money making deal.....

\*\*\*\*\*

The big shot politician who has never held any office, but who is always on the platform blowing dreamy bubbles to the home folks, is in for a big disappointment this election.....

\*\*\*\*\*

It's rumored that Ronnie Williams, the religious promoter will swing his affairs to the downtown area.....

\*\*\*\*\*

Everybody is talking about little Charlie Persip, drummer for Dizzy Gillespie, and Lena Horne, who recently married cute show girl Sophia Miller

\*\*\*\*\*

Etta James the young singer is goo-goo over a certain fellow from Newark who wispered in her ear.....

\*\*\*\*\*

Modina Boyd, secretary to Sarah Vaughn recently had an operation here, and is back on the road and hardly anyone knew about it.....

\*\*\*\*\*





Bud Smith Nite at Harmony Bar - Rusell Battle,  
Vera Hasting and Wallace Bud Smith..... 21

# THE COUNTRY HUZZY



(Dedicated to the forlorn, broken---hearted lovers of humanity and nature, who strive tenderly to make the world a more livable place in spite of tears and sorrow.) The copyright is to be used exclusively by Trend Publishing Co., Inc.

By James M. Smith

## Chapter I

It is summer. A rural roadside can be seen from the horizon surrounded by rolling hills. Plowed fields seem to give a checkerboard effect. In the foreground there is a section of rich, black earth which grows acreage of crop. Dilapidated rocks separate the field and the rock. In the background is a ditch, with a sloping bank. In the center is a gnarled apple tree, budding, with its branches lifted heavenwards. The sun is setting, and the hills are colored by the rays of the heavenly body.


This is a little country site where you nor I would linger. City folk, for the most part, would share it only for a "lost week-end." Yet it was the abode of a most beautiful country siren, sultry Renee Carter in placid contentment.



## The Country Huzzy (con't)

In the shade of the evening lovely Renee strolled through a wooded path. She had toiled hard throughout the day, yet her beauty offset the fatigueness. Suddenly she saw perched on a fence, an intelligent gent reading a book. He was dressed neatly, and had the appearance of a collegiate. Approaching the scholarly one, Renee touched him gently. Ralph looked down in amazement. Never had he seen anything so lovely. "I see you are very studious. Are you studying for an exam?" Ralph closed his book and leaped down on terra ferma. "No, er, I am merely studying a text on agriculture." "Incidentally, do you live in these parts?" inquired Ralph. "Yes," responded Renee gleefully, pointing at her house. Ralph looked at his watch and quickly snapped "Gee, it's getting late. Do I have the pleasure of walking you home—that is if you don't mind, Miss?" "Yes you may if it isn't taking you out of your way," muttered Renee. To Ralph these were the sweetest words ever spoken by a female. He pinched himself inwardly in search of words to tell her, Of his four years at Cornell College never had he come in contact with such beauty. The lovely hours spent at the frat proms and "week-end frolics" were merely juvenile compared to this enchanted scene from Eagle Elbow.



As they walked along the lonely countryside Renee stumbled over a rugged stone. Ralph quickly picked her up and carried her a few paces where he found a huge rock. As he gently placed her on the resting place, Renee's heart was feeling pangs as never before. She noticed his painstaking, poise, personality, and gently air. He was far different than any man. Ralph hastily removed her left shoe and immediately found the pain. Renee, writhing in pain, mistakably leaped in Ralph's arms. For the first time they found themselves for a moment lost for words. Upon breaking the silence Ralph asked, "Heavens Miss, we have been walking for quite some time and I don't even know your name." Pulling away slowly and contentedly, Renee answered serenely, "Renee Carter." "Now young man, what is yours?" "Ralph Green," chuckled the collegian. They smiled and continued the trek to Renee's home. Arriving at Renee's home Ralph softly caressed her velvety hands and looked at her beauteous face. "Well, I suppose this is the last time I will have the opportunity to see you. Imagine you are married?" snorted Ralph. "No, I am not married. You are perfectly welcome to come to see me anytime," said Renee Boastfully. The magic words rocked Ralph from head to foot. He, in a Hidalgo-like manner, kissed her hand and bade her farewell tell the next evening, then proceeded down the lonesome trail. Suddenly he turned around and saw Renee throw him a kiss. He quickly returned the kiss with gusto then ambled away with night following him homeward. 



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## DRAMA & THEATRE

By Richard Nolley

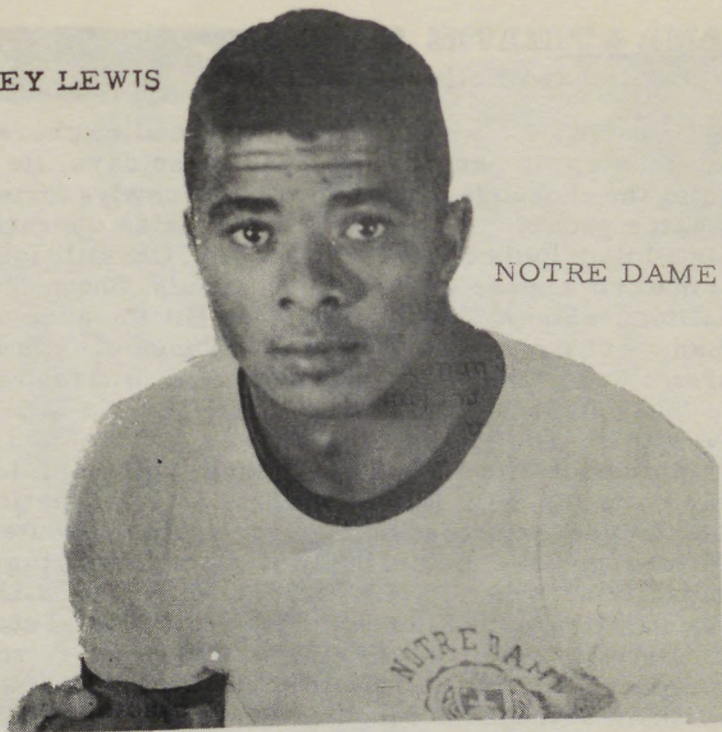


JOE NASH, one of America's leading choreographer's, is kept quite busy these days. He is doing the choreography for Jersey's newly-formed theatre group, "TALENT INC." He also operating his Philadelphia School of Dance. JOE still found time to appear on Jackie Gleason's Show, Ed Sullivan's Show, The Lucky Strike Hit Parade, and many other top T. V. Shows, Those of you who aren't T. V. fans, may have seen JOE on Broadway in "Show Boat, " "My Darling Aida, " "Inside U. S. A!" or with Pearl Primus, Dick Byers and the cast of "Member of The Wedding" having 'coffee' (did he say coffee?) with Harold Morris at Penn Station. The troupe was resting between trains enroute to Pittsburg. We understand the show is playing to capacity crowds.....GEORGE & VERA WILLIS of Vaux Hall returned Sunday from a successful stand in Detroit with the "Finian's Rainbow" road company.....OLGA JAMES of Newark on tour in South America is the daughter of TED VALENTINE, the noted bridge player. OLGA played "Cindy Lou" the girl who loved and lost in the picture version of "Carmen Jones".....



Left to right--Margaret Bradon, Shirley Davis, Ruth Davis, and Francis Davis.....

AUBREY LEWIS



NOTRE DAME

The triple threat backfield ace is highly regarded by Coach Terry Brennan as a replacer of great Big GREENS of yesteryear.

At Montclair High, Lewis was a three sport star football, and track. He gained All State Honors twice on the gridiron, and gained, and copped the NEW JERSEY STATE 100 and 200 yard diadems.

The Montclairite also ranks as a top performer in the decathlon at Notre Dame. Lewis intends to surrender track and basketball and concentrate on football....



By J. Walton

Today we are becoming more and more dependent upon aviation for transportation, commercial shipment and defense. Even though these services have extended abroad as well as nationwide since modern aviation, we feel that the public, with the exception of those that are closely associated with aeronautics has little or no knowledge of its intrinsic value. With that assumption, we will attempt to bring to our readers a better knowledge of aviation and the part it plays in our everyday living program.

There are some non-profit organizations through which we can become better acquainted with aviation. To cite a couple of them: we have C.A.P. (Civil Air Patrol) and G. O. C. (Ground Observer Corps). Both of these organizations in conjunction with others have not only done a great job in aiding our country defensively, but have and are still doing a tremendous job in guiding our young Americans to become outstanding future pilots and better citizens.

Most of our local airports are referred to as small airports but once you become better acquainted with aviation THE WIND--SOCK will assure you you'll realize these airports are not small as they are described to be. Most of these airports are equipped with efficient facilities to meet the demand services of the public.

In the following edition we shall go into further details explaining the services and social functions provided by the AVIATION FIELD...



Greeting Gates! from the Spinner-inner Sanctum Round and round they go "Ain't it a shame" done by Fats Dominoe, the boy from New Orleans copied by Pat Boon the boy from New York.... Need I say which is or which ain't... Just can't help being a bit amused over the sudden hue and cry about R & B.. Especially so, when I think of Guys and Dolls like Billy Eckstine, Ivory Joe Hunter Joe Turner, Ruth Brown.. All these cut their eyeteeth so to speak rocking the blues.. I suppose when the other brethren start to pay attention to something it means they are then "discovered" and the world should take note.... Or should I say that when the other brethren start to pay attention, loot is to be forthcoming and hence the chain discoveries.. Of course it isn't really important UNLESS you want to preserve some of your heritage.... Many folks have said what can I do to help my favorite DISC JOCKEY.. Well the best way to help "Your Own" is to mention his name no matter where you go or what you do, and that's for sure..... Be there any questions, I might answer for thee- Glad if thou writest me.. Remember the BRUCE has switched to WAAT why don't you...



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# THE TRI TONES

